

ERIE COUNTY CLERK'S OFFICE

“THANK A VET”

DISCOUNT PROGRAM



PROGRESS REPORT 2015



Website: www.erie.gov/clerk/thankavet

Thank a Vet Phone: 716-858-4737



CHRIS JACOBS

ERIE COUNTY CLERK

“THANK A VET” DISCOUNT PROGRAM SAVES AREA VETERANS \$1 MILLION ANNUALLY

Four years ago we took a small, almost non-existent veteran program and transformed it into a vibrant, economically viable program for veterans and businesses alike.

- **Our goal was to make the program a REAL benefit for Erie County Veterans.**
- **Simultaneously, filing discharge papers for safe-keeping, producing an ID card providing discounts on goods and services for veterans while also driving commerce to local businesses has been a win-win for the entire community.**

The program was well received by both the veteran as well as the business community. At the point of having over 10,000 veterans enrolled in the program and over 1,100 participating businesses, it was time to collect statistical data to determine it's actual impact on Erie County.



Anderson's Frozen Custard
Offering 10% off at 6 locations



Big L Windows & Doors
Offering 10% off



Ted's Hot Dogs
Offering 10% off



Sweet Jenny's Ice Cream Shop
Offers 25% off

The following is a brief synopsis of the results of our study to date...

*(*Based on a projection of 10,000 card holders who have had the “Thank A Vet” card for at least 1 year)*



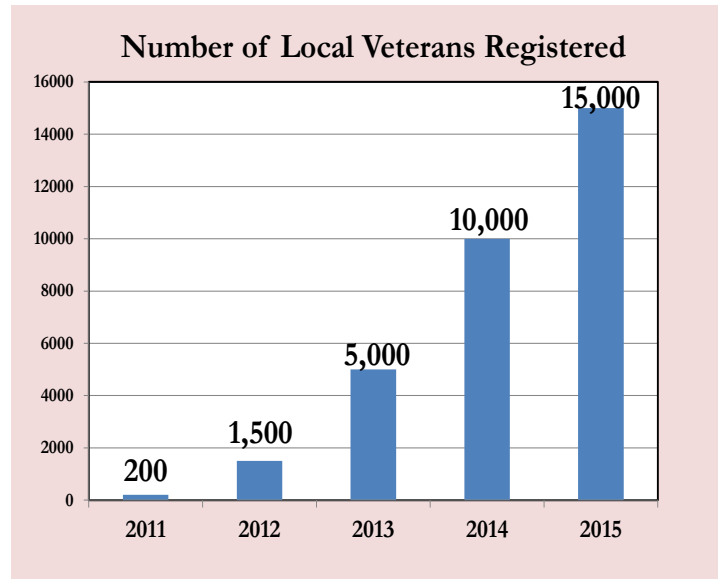
Metro Roberts Realty

Delivers savings check of \$665.00 to veteran

- **81% of veterans are using the “Thank A Vet” card regularly**
- **“Thank a Vet” card usage: 24,300 times per month
OR
291,600 times annually**
- **Estimated annual veterans savings = \$1,215,000 million**
- **Over \$10,000,000 million is spent annually
at participating businesses**

1. Growth in Discount Cards Issued to Veterans

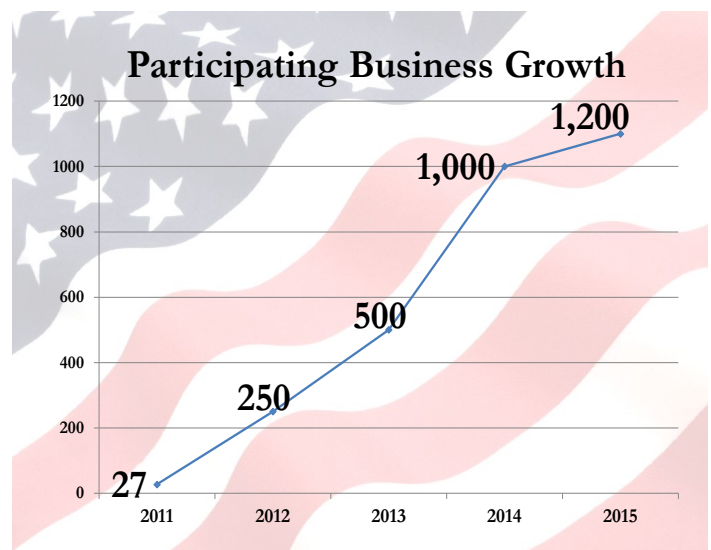
We bring the program out into the community twice a month at various locations around the County. After hosting almost **100 outreaches**, we are pleased to report we have issued over 15,000 “Thank A Vet” cards to Erie County veterans during the last four years. This means that 15,000 area veterans have filed their discharge papers for safe-keeping and are able to retrieve free certified copies whenever they need to provide proof of service.



2. Increase in Participating Businesses

Using a partnership model, we reached out to local Chambers of Commerce and business organizations throughout the County to help spread the positive concept of the “Thank A Vet” Discount Program to local business owners. The program grew exponentially. Today, there are over 1,100 businesses signed up to give valuable discounts on goods and services. For an updated list please call 716-858-4737 or go to our website at :

www.erie.gov/clerk/thankavet



3. Does the Business Benefit from Participating in the “Thank A Vet” Program?

YES! Our study shows that “Thank A Vet” card holders spend over \$10,000,000 annually at participating businesses.

Additionally,

The study revealed that **95% of card holders** found the program beneficial when seeking out desired services or goods.

AND...

Almost **70% of card holders** use the “Participating Merchants List” when shopping for goods/services. Reinforcing the power of being listed in the catalog of businesses.



4. What is the Economic Benefit of the “Thank A Vet” card to veterans?

Veterans are saving more than \$1 million dollars per year! We found that veterans saved on average over \$125 per year with their card.



To all our Erie County veterans, thank you for your service to our Country. We can never fully thank or repay you, but we hope our “Thank A Vet” Program symbolizes the debt of gratitude Erie County holds for your service and sacrifice to the United States of America.

At the Clerk’s Office, we are honored to be involved with the “Thank A Vet” Program and are committed to its growth and continued service to our veterans.

Sincerely yours,

A blue ink handwritten signature of Chris Jacobs.

Chris Jacobs
Erie County Clerk

